

Last Received: 09/11/2012 11:59 PM

Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() DETROIT INTL BRIDGE
Product	order
Estimate#	917924
Buyer	Julie Keane
Phone#	
Fax#	

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/917924
Flight Dates 09/17/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	12P-1P	NEWS	:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
Rating: 4.4												
	2	TU	12P-1P	NEWS	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
Rating: 4.4												
	3	W	12P-1P	NEWS	:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
Rating: 4.4												
	4	TH	12P-1P	NEWS	:30	\$450.00	09/20-09/20	0	0	0	\$0.00	
Rating: 4.4												
	5	F	12P-1P	NEWS	:30	\$450.00	09/21-09/21	0	0	0	\$0.00	
Rating: 4.4												
	6	M	3P-4P	DR OZ	:30	\$100.00	09/17-09/17	2	1	2	\$200.00	
Rating: 1.0												
Buyline Comment: NOTE PRGM CHA												
	7	TU	3P-4P	DR OZ	:30	\$100.00	09/18-09/18	2	1	2	\$200.00	
Rating: 1.0												
Buyline Comment: NOTE PRGM CHA												
	8	W	3P-4P	DR OZ	:30	\$100.00	09/19-09/19	2	1	2	\$200.00	
Rating: 1.0												
Buyline Comment: NOTE PRGM CHA												

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Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	TH	3P-4P	DR OZ	:30	\$100.00	09/20-09/20	2	1	2	\$200.00	
Rating: 1.0												
Buyline Comment: NOTE PRGM CHA												
	10	F	3P-4P	DR OZ	:30	\$100.00	09/21-09/21	2	1	2	\$200.00	
Rating: 1.0												
Buyline Comment: NOTE PRGM CHA												
	11	M	5A-6A	NEWS	:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
Rating: 2.0												
	12	TU	5A-6A	NEWS	:30	\$200.00	09/18-09/18	2	1	2	\$400.00	
Rating: 2.0												
	13	W	5A-6A	NEWS	:30	\$200.00	09/19-09/19	2	1	2	\$400.00	
Rating: 2.0												
	14	TH	5A-6A	NEWS	:30	\$200.00	09/20-09/20	2	1	2	\$400.00	
Rating: 2.0												
	15	F	5A-6A	NEWS	:30	\$200.00	09/21-09/21	2	1	2	\$400.00	
Rating: 2.0												
	16	M	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	09/17-09/17	1	1	1	\$475.00	
Rating: 4.6												
	17	TU	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	09/18-09/18	1	1	1	\$475.00	
Rating: 4.6												
	18	W	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	09/19-09/19	1	1	1	\$475.00	
Rating: 4.6												
	19	TH	6A-7A	NEWS8-DAYBREAK	:30	\$475.00	09/20-09/20	0	0	0	\$0.00	
Rating: 4.6												

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	39	W	10P-11P	SVU L&O	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
Rating: 7.7												
Buyline Comment: MG FOR LINE 34 NA												
	40	SA	8P-11P	MICH VS NOTRE DAME	:30	\$10,000.00	09/22-09/22	1	1	1	\$10,000.00	

---REPORT TOTALS---

Report Totals: 33 / \$19,100.00

---SALES MONTHLY TOTALS---

Sep 12: 33 / \$19,100.00

Sales Totals: 33 / \$19,100.00

Station Totals: 33 / \$19,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$63,667	CATV	0%	WOOD	30%	WOTV	0%	WWMT	30%	WXMI	10%
		WXSP	0%	WZPX	0%	WZZM	30%				

---COMPETITIVE COMMENTS---

SHARES EST

Books JUL11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE